

## What is Content Marketing?

Content marketing has changed from peddling data sheets to powering new approaches where you can truly stand out from your competition. By providing content your prospects, partners, and customers can't get elsewhere your company is far more likely to get discovered by your target audience and earn their trust.

### Key challenges

- ▶ **Speed:** upcoming launch, campaign or sales kickoff mandates extensive content readiness to support your prospective customers' buyers journey. Your internal product marketers may not have the capacity to create all the needed assets.
- ▶ **Short on available expertise:** external copy writers may not have sufficient depth in the company's technology or availability to create content pieces without excessively burdening your internal teams.

### How Aventi helps

Aventi Group helps companies with content strategy and asset development to deliver exceptional results. Our team can take full responsibility for creating customer collateral and content pieces from the copywriting phase through to design and production. Unlike many marketing agencies and offshore resources, we have deep expertise in key technologies such as cloud/SaaS, enterprise IT, AI/machine learning, networking/communications, and more.

#### CONTENT STRATEGY

We develop a content roadmap that clearly describes your target buyer personas, the specific assets needed at each stage of your buyers journey, and how you will distribute content in your various communication channels. We devise an editorial calendar so that your staff can proactively plan the content rollout.

#### CONTENT DEVELOPMENT

We create a library of posts, content, and assets. Some of which are snackable content that's perfect for social media execution or search advertising. Aventi writers, content development teams, and editors have extensive experience creating all types of quality content:

**eBooks:** Content drawing from your team or other industry experts that generates interest, provides educational value, and demonstrates thought leadership

**Blog posts:** Compelling and well written blog posts that support your content objectives

**Customer Case Studies:** A library of customer case studies that express your unique value propositions and showcase your customer successes

**Video script management:** Video scripts that convey the key messages for your company and your offerings

**Infographics:** Quick and easily-digestible information for your website visitors or campaign execution. Colorful, clean, eye-catching infographics designed to promote the information your prospects will value

**Whitepapers:** Well-crafted papers that showcase your research or that of other industry experts, highlighting your company's product/solution capabilities, and conveying your point of view

**Checklists:** Quick and easy-to-navigate checklists that you may use for thought leadership or educational pieces

#### CONTENT MARKETING

We publish, promote, and distribute the content that's been developed to support your customers' buyers journey.

**Social media:** Amplify your message and drive usage of your content assets in social media execution

**Blog management:** Publish and maintain the intended tone of each blog, helping companies promote themselves as an authority within the industry

**Newsletters:** Curate content and produce newsletters that are highly effective at engaging your prospects, customers, partners, and employees

## Business impact examples

Working collaboratively with our clients, we meet or exceed content development and content marketing objectives

**200+**

MARKETING ASSETS REFRESHED IN 10 WEEKS

**30**

CUSTOMER COLLATERAL PIECES PRODUCED IN 8 WEEKS

**20**

CUSTOMER CASE STUDIES IN 8 WEEKS



**200%**

INCREASE IN ASSET DOWNLOAD



**150%**

INCREASE IN SOCIAL MEDIA METRICS

## Client Testimonial

“Aventi Group has the unique ability to bring in seasoned, experienced consultants who are able to take on high profile, time-sensitive projects and deliver them quickly with high quality. They are also extremely flexible and took on a number of different types of work including customer facing presentations, eBooks, infographics, messaging, industry content, and competitive reviews, to name a few. I highly recommend Aventi Group for any projects!”

— **Holly Simmons**, Former Head of Global Product Marketing, ServiceNow

## Let us help you!

We'll provide you a free content assessment, gap analysis and set of recommendations.

## Connect with us

We'll listen to your challenges and craft the best plan of attack.

Please contact us at  
**Aventi Contact Form**  
or call **(415) 890-5434**



**Aventi Group**  
expertise. speed. results.

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